

## **Stage 10: 20+ Sub-niches**

An **evergreen** niche is an industry with everlasting appeal. It doesn't rely on seasonal trends or gimmicks. As it sells products or services that people inherently need or desire.

- Evergreen niches are niches that will always be in demand*
- All niches fit into one of 9 top-level niches*
- Not all niches will make you money*
- You need to choose a niche that you are at least interested in enough to learn more about it, AND will also make you money*
- Researching your niche thoroughly before you start building your business is one of the keys to success online*

### **Health**

- Clinic**
  - Dental care
  - Private Doctor
  - Kinesiologist
    - Back, neck, knee pain
  - Aesthetic Clinic
  - Sexual Health
  - Detoxing
  - Pediatrics
  - Cardiology
  - Adrenal fatigue
  - Allergies
  - Diabetes
  - Mental Health
    - Psychotherapy
    - Emotional Health
    - Addictions

- Pharmacy
  - Natural remedies
- Vet and pets
  - Groomers
- Oncology
- Geriatrics
- Dermatology
- Urology
- Ophthalmology & optics
- ENT Care (Ear, nose, throat)
- Digestive Health
- Hormones
- Curative Health
- First Aid

## **– Fitness**

- Aerobics gym
- Martial Arts
- Defense and self protection
- Nutritionists
  - Eating disorders
  - Weight loss
  - Smoothie recipes
  - Diets
    - Keto/paleo diet
    - Carnivore Diet
    - Vegan diet
    - Low Carb Diet
    - Organic foods
- Personal Trainers
- Supplements store
- Calisthenics and bodyweight
- Body building
- Weight Lifting
- Dance
- Outdoors
- Mobility

- Gymnastics
- Massage
- Reflexology
- Acupuncture
- Pilates
- Yoga
- Running
- Cycling
- Surfing
- Skating
- Roller blading
- Winter sports
- Tennis
- Golf
- Mountaineering
  - Hiking
  - Trails
  - Guides
  - Survival

## **– Spirituality**

- Yoga
- Holistic health
- Astrology, tarot readers
- Spiritual counseling
- Meditation
- Mindfulness
- Herbal Medicine
  - Essential oils
- Spiritual healing
- Reiki
- Hypnosis

## **–Performance**

- Cognitive improvement pills
- Sleep
- Quit smoking
- Quit drinking
- Nootropics

-Stress

**– Wellness**

- Wellness retreats / spa
- Women health
  - Mommy health and wellness
  - Menopause
  - Menstruation
  - Birth control
  - Pregnancy
  - Postpartum
  - Baby Care
  - Maternity
- Sexual Health
- Eating disorders
- Mental Health and wellness
  - Coaching
- Health tech
  - Bionics
  - Biotechnology
- Medical education
- Personal Care
- Beauty
  - Skincare
    - Antiaging
    - Acne treatment
  - Hair care & loss
  - Cosmetics
  - Accessories
  - Clothing
    - Bags and pursing
    - Footwear
    - Underwear
    - Jewelry
    - Watches
  - Tanning
- Stress
- Anxiety

- Depression
- Elderly Care
- Sanitation

## **-Food**

- Cooking
- Baking
  - Cake decor
- BBQ'S / Grilling
- Meats
- Wines
- Fine dining
- Restaurants
- Food photography

## **Relationships**

### **-Couple life**

- Dating, courtship and intimacy
  - How to attract men (for women)
  - How to attract women (for men)
  - Dating advice for specific religious disciplines
  - Dating advice for specific ethnic groups
  - LBTGQ+ dating
  - Millionaire dating
  - Plus size dating
  - Polyamorous dating
  - Asexual dating
  - STD dating
- Wedding
  - Planning
  - Wedding cakes
  - Wedding flowers
  - Wedding traditions
  - Weddings on a budget
  - Wedding wear
- Couple transition

- Meal planning
  - Busy couples
  - Family meals
- Divorce
  - Life after divorce
- Relationship
  - Relationship boundaries
  - Relationship coaching
  - Toxic Relationships
  - Polygamous relationships
  - Monogamous relationships
  - Breakup survival
  - Workplace relationships
  - Communication
  - Conflict resolution
  - Infidelity
- Marriage life
  - Second marriages
  - Family planning
  - Family management
  - New parents
  - Meeting families
  - Trust and Jealousy
  - Anniversaries
  - Honeymoons
  - Reigniting passion
  - Vow renewal
  - Wealth and money management
  - Dealing with In-law
  - Infidelity
  - Spendthrift and financial stress
  - Widowing

### **-Friendships**

- Penpals
- Foreign friendships
- Finding new friends
- Networking

## **-Living / lifestyle**

- Moving in
- Home decor
  - Interior design
  - Lighting
  - Flooring
  - Furniture
  - Minimalistic living
- Home improvement and repairs
  - Do-it-yourself
- Landscaping
- Septic
- Electric
- Plumbing
- Vacuum cleaning
- Pest control
- Gardening
- Permits / contracting
- Terrains / lands
  - Builders
    - Mason
  - Architects
  - Topography
- Pool maintenance

## **WEALTH**

## **-Business and Money**

- Entrepreneurs
- Online surveys
- Investing
- Forex trading
- Insurance
- Finance Management
- DIY Accounting and management
- Cryptocurrencies
- NFT's
- Decentralized finance
- Cloud services (SaaS, IaaS, PaaS, etc)

- Real Estate investing
- Bonds & Stocks
- Online trading platforms and brokers
- Mutual funds
- Accountants
- Lawyers & firms
- Taxes
- Credit cards
- Mortgages
- Copyright
- Manufacturers
- Oil & gas industry
- Mining industry
- Patents & trademarks
- Aerospace

#### **-Physical assets**

- Watches
- Jewelry
- Vehicles
- Machinery
- Land
- Furniture

## **Self-Help**

- Confidence
- Productivity
  - Office productivity
  - Goal setting
  - Life plans
  - Habits
    - Breaking bad habits
  - Efficiency & organization
  - Time Management
- Flow state
- Books
  - Authors
  - Editorial
  - Publishers
  - Reading

- Speed reading
- Writing
- Speed learning
- Memory improvement
- Happiness
- OCD Help
- Anger management
- Anxiety
- Astrology
- Numerology
- Survival
- Martial arts & self-defense
- Dancing
- Parenting
- Addictions
- Digital decluttering
- Minimalistic living
- Networking
- Career growth
- Self awareness
- Mindset
- Communication
  - Social skills for teens and kids
  - Art of talking
  - Public speaking / Oratory
  - Language learning
- Interviewing
- Leadership
- Focus
- Empowerment
- Body language
- Journaling
- Emotional intelligence
- Fear
- Personal transformation
- Self-expression
- Self help gurus / influencers

## *Technology*

- Cell phone reviews
- Laptops and computers
- Marketing software
- Web hosting
- Gadgets
  - Tech gadgets
- Apps
  - App development
- Automation tech
- Gaming
- Drones
- Mac/windows
- Excel
- Cloud computing
- CRM
- Software development
- Online programming
  - Python
- Web development
  - PHP (Personal home page)
  - CSS (Cascading style sheets)
- Coding
  - Coding languages
- VR
- Machine learning
- AI
- Robotics
  - Augmented reality
    - AR Products
- Credit card processing
- ATM's
- Linux
- Business automation
- Wordpress development

- Cabling
- Spyware
- Laser printers
- 3D Printers
- Smart tech
  - Smart watches
  - Smart homes
  - Smart TV's / speakers
  - Smartphones
  - Smart glasses
- C++
- Tech industry news
- Cybersecurity
- Webcams
- Recorders and cameras
- Livestreaming software
- Advanced analytics
- Data science
- Crypto
- Adtech
- Edtech
- Health tech
- Software engineering
- Data intelligence
- Amazon web services
- Remote access
- Antivirus
- Air purifiers
- Home automation
- Video editing
- Ethical hacking

## **RECREATION**

- Instruments
- Sports
- Camping
- Motorbiking

- RV and motorhomes
- Boating
- Dog training
- Cycling
- Movies & TV shows
- Gaming
- Photography
- Books
- Fishing
- Hunting
- Archery
- Fencing
- Shooting
- Survival
- Pottery
- Sewing
- Racing
- Farming
- Brewery

## *Travel*

- Backpacking
- Life on the road
- Survivalist
- City guides
- Best restaurants and hostels
- Hiking & Camping
- Group travels
- Holiday travels
- Language learning
- Travel products
- Traveling for work
- RV Life
- Working nomad
- Travel budgeting
- Airlines
- Kayaking
- Resorts
- Cruise and trailers

- Cruisers
- Home exchange
- Jungle tourism
- Ancestry tourism

## *Knowledge*

- Learning apps
- Online learning platforms
- Virtual degree programs
- Upskilling
- Distant learning services
- Homeschooling
- Edtech
- Music education
- Math, geometry, statistics
- Chemistry
- Physics
- Biology
- Languages
- English literature
- Composition writing
- Music theory
- Oratory
- Science
- Medical
- Audiobooks
- Courses
- Chess
- Cards
- Magic
- Coding

-Graphic design

## **Music & Art**

-Performing arts

-Musical performance

-Theater

-Stage performance

-Stage freight

-Art history

-Sculpting

-AI Art

-Art collections

-Art galleries

-Art dealer

-Appraiser

-Art seller

-Art teachers

-Basket weaver

-Bookbinding

-Car artist

-Caricature artist

-Crafting

-Embroidery

-Fashion designer

-Floral designer

-Faux custom acrylics

-Framer

-Furniture refinishing

-Ghostwriter

-Glass blower & artist

-Glass etching

-Handbag designer

-Home stager

-House painter

-Auctions

-Musicians

-Painting

-Resin art

-Calligraphy

- Pottery
- Music production
- Graphic design
- Web design
- Interior design
- Poesy
- Tattoos
- Barbers
- Candles
- Videography
- Cinematography
- Photography
- Jewelry maker
- Knitters
- Landscape designer
- Macrame design
- Makeup artist
- Mural painting
- Nail saloon
- Packaging design agency
- Personal stylist
- Portrait photographer
- Prop stylist
- Quiltmakers
- Authors
- Soaps
- Social media consultant
- Stencil design
- Tailor
- Voice-over
- Wallpaper designer
- Woodworker
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